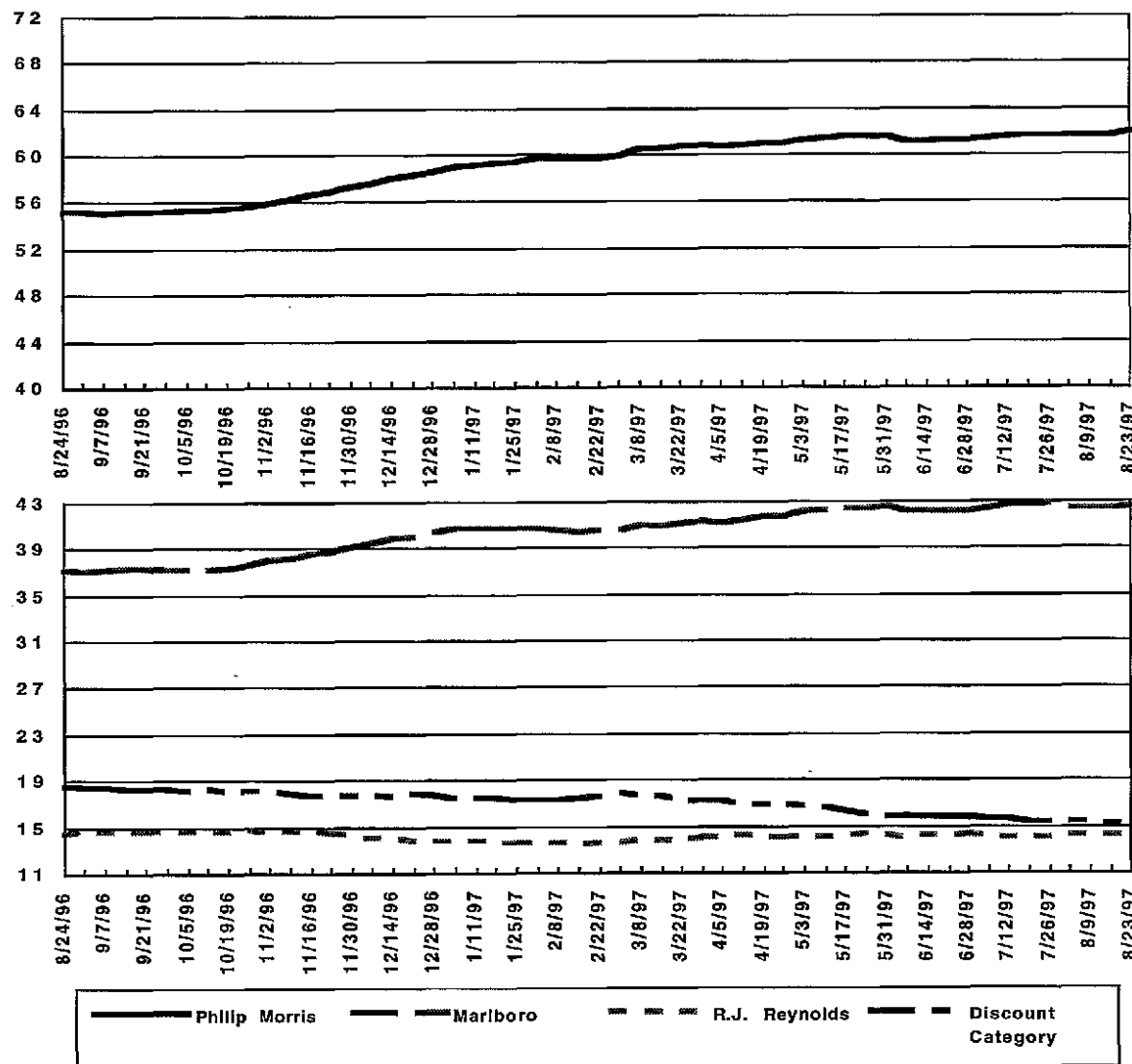


RALPH'S THROUGH W/E 8/23/97



	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	61.75	61.90	55.29	61.29	6.00
Marlboro	42.44	42.56	37.00	41.95	4.95
OPB	17.55	17.51	16.55	17.64	1.09
Basic	1.76	1.83	1.65	1.70	0.06
R. J. Reynolds	14.31	14.26	14.70	14.20	-0.50
Camel	5.12	5.20	4.79	5.05	0.26
Winston	3.02	3.01	3.44	2.99	-0.45
Doral	0.69	0.68	0.84	0.71	-0.14
B&W	7.82	8.30	10.01	7.95	-2.06
GPC	1.29	1.41	1.38	1.33	-0.04
Lorillard	3.65	3.69	4.56	3.64	-0.91
Newport	2.08	2.12	2.00	2.08	0.07
Liggett Group	12.48	11.85	15.45	12.91	-2.54
Premium	84.37	84.84	81.17	83.92	2.75
Private Label	11.82	11.17	14.84	12.26	-2.58
Avg Ind CPW	184.65	187.15	196.14	183.19	-12.95
Avg PM CPW	114.03	115.86	108.44	112.29	3.84
Avg Marl CPW	78.37	79.65	72.57	76.85	4.28
# of Stores	253	253	252	253	1

Source: STARS Store Level Data

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